



SHOW FLOOR HOURS: 10:00 A.M. – 3:00 P.M.

Early Bird Member Full Conference: \$145 (through September 8)

Member Full Conference: \$165 (after September 8)

Member Show Floor ONLY: \$30



9:00 am - 10:00 am : CX - How “Customer Experience” is Changing Multifamily, presented by Virginia Love, Entrata

If you are quiet, remain still and pay close attention, you can hear the pitter patter of the consumer marching toward the apartment industry like a hurricane. All bets are off; it's a new day and multifamily is in the middle of a transformation all thanks to the consumer. The customer of 2023 and beyond has specific characteristics, buying habits, and service demands. What they expect will surprise you. Your strategy to make sure your assets are on the top of their consideration list involves the power of C2C, leveraging technology, understanding your new competition, and some hard-core hustle. Get ready, Virginia is going to share with you how the apartment game has changed!

- Last Best Experience Rule
- What Impresses Digital Buyers
- The Power of C2C (Consumers Helping Consumers)
- Consumer Demands and Expectations
- Leveraging Time, Talent, and Technology
- Reputation Management in the Year 2023

11:00 am - 11:55 am : **The NEW Leasing Office**, *presented by Virginia Love, Entrata*

Long gone are the days of making sure the leasing office is ready to welcome prospects. It's a fact, in this market with so many channels to find your communities, you are lucky if you passed the first test and make it to a tour. Why? Because you have a NEW leasing office and here's a hint, it is everywhere you are and aren't. In this session, Virginia will dig deep into how the perception of multifamily has morphed into reality. From decreasing demand and disruption to Gen Z and leveraging new efficiencies, this session will acclimate you to the NEW leasing office!

- Digital Leasing Office
- Customer Engagement Solutions
- Centralization and Consolidation
- Industry Disruption
- Gen Z
- New Truths



1:00 pm - 1:50 pm: **Amplify Your Impact**, *presented by Steve Matre, Redwood Residential*

Over the years, the role of the corporate support team has increased to the point where it feels like you've lost control over the impact you can make at work. While this may be partly true, there are many opportunities to not only put your stamp on your company's efforts, but to learn the business and grow into the leader that you really want to be. Let's change the "waiting game" into your Future Development Plan. From offering innovative solutions to leading by example to promoting efficiency to defining the customer service experience, there are many ways to deepen your understanding of the property management business and flex your creative muscle. Join me for combo coaching session and your first steps toward your next promotion. I promise you'll leave with something unexpected.

Sessions are only available to those who register for the full conference option. Sessions are 55 minutes and each one counts as 1 continuing education credit towards National Apartment Association (NAA) designations.